

Ad Sizes and Specifications

Lantern Broadsheet Display Ads

Formatted Ad Size	Width by Height (inches)
Business Card	3.5833" x 2"
1/16 page	3.5833" x 4"
1/8 page	5.5" x 5"
1/4 page	5.5" x 10.5"
1/2 page vertical	5.5" x 21"
1/2 page horizontal	11.25" x 10.5"
Full page	11.25" x 21"
Double Truck	24" x 21"
Front Page & Section Banners	11.25" x 2"

Lantern Display Columns

Width	Width in inches
1 Column	1.6667
2 Columns	3.5833
3 Columns	5.5
4 Columns	7.4167
5 Columns	9.3333
6 Columns	11.25

Tabloid Display Ads

Formatted Ad Size	Width by Height (inches)
Full page	9.812" x 11"
3/4 vertical	7.312" x 11"
1/2 horizontal	9.812" x 5.438"
1/2 vertical	4.812" x 11"
3/8 horizontal	7.312" x 5.438"
3/8 vertical	4.812" x 8.212"
1/4 horizontal	9.812" x 2.687"
1/4 vertical	2.375" x 11"
1/4 square	4.812" x 5.438"
1/8 horizontal	4.812" x 2.687"
1/8 vertical	2.375" x 5.438"
Front Page and Section Banners	9.812" x 1.25"

Lantern Classified Columns

Width	Width in inches
1 Column	1.1875
2 Columns	2.448
3 Columns	3.7085
4 Columns	4.969
5 Columns	6.2295
6 Columns	7.49
7 Columns	8.7505
8 Columns	10.011
9 Columns	11.25

Submission Specifications

- Electronic ad submission is preferred. Acceptable formats are PDFs with embedded fonts, High resolution JPEGs or TIFFs. Word, Publisher, Paint or low-resolution files cannot be accepted.
- Black and white ads should be sent as black and white, not as color.
- Full color ads should be sent in CMYK, not RGB.
- Spot color ads must be sent as a pms spot color; do not send as process (CMYK).
- Minimum of 200 dpi (dots per inch) is required.

the lantern

211 Journalism Building
 242 West 18th Avenue
 Columbus, Ohio 43210-1107
 614-292-2031
 Fax-614-292-3722
 advertising@thelantern.com
 www.thelantern.com